

ORDER



Orders
Order / Rev: 170106
Alt Order #:
Product Desc:
Estimate: 3206
Flight Dates: 11/02/12 - 11/06/12
Original Date / Rev: 11/01/12 / 11/01/12
Order Type: GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE: Rachel Chason
Sales Office: P-PHL
Sales Region: National

Agency Name: Strategic Media Placement
Buying Contact: Whitney Eversole
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015-7010

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Michele Bachmann -2012
Demographic: A35+
Product Codes: PL1
Priority: 2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	50	\$36,900.00	\$31,365.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	50	\$36,900.00	\$31,365.00	0.00
Totals	50	\$36,900.00	\$31,365.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Chason			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSTP-TV, LLC and KSAX-TV	25%	\$36,900.00
Market	100%	\$147,600.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KARE	25%	\$36,900.00
KMSP	25%	\$36,900.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	25%	\$36,900.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	M	11/02/12	11/06/12	M-F 530-6a News	CM	530-6a	21--2--	:30	5	\$400.00	2	0.00	NM	5	\$2,000.00
M-F 530-6a News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----2--			2			\$400.00		0.00			
Week:		11/05/12	11/11/12	21-----			3			\$400.00		0.00			
N 2	M	11/02/12	11/06/12	M-F 6-7a News	CM	6-7a	22--2--	:30	6	\$550.00	2	0.00	NM	6	\$3,300.00
M-F 6-7a News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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N 2	M	11/02/12	11/06/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	22--2--	:30	6	\$550.00	2	0.00	NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----2--					2	\$550.00		0.00			
		Week: 11/05/12	11/11/12	22-----					4	\$550.00		0.00			
N 3	M	11/02/12	11/06/12	M-F GMA M-F GMA	CM	7-9a	11--1--	:30	3	\$500.00	2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$500.00		0.00			
		Week: 11/05/12	11/11/12	11-----					2	\$500.00		0.00			
N 4	M	11/02/12	11/06/12	Sa 6-7a Sat 6a News	CM	6-7a	-----2-	:30	2	\$350.00	2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----2-					2	\$350.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$350.00		0.00			
N 5	M	11/02/12	11/06/12	SA GMA Sa GMA	CM	7-8a	-----2-	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----2-					2	\$600.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$350.00		0.00			
N 6	M	11/02/12	11/06/12	Sat 8-9a Sat 8-9a News	CM	8-9a	-----1-	:30	1	\$500.00	2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-					1	\$500.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$350.00		0.00			
N 7	M	11/02/12	11/06/12	SU GMA Su GMA	CM	7-8a	-----2	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----2					2	\$725.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$350.00		0.00			
N 8	M	11/02/12	11/06/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----1	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$600.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$350.00		0.00			
N 9	M	11/02/12	11/06/12	Su 9-10a This Week	CM	9-10a	-----1	:30	1	\$1,000.00	2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$1,000.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$350.00		0.00			
N 10	M	11/02/12	11/06/12	Sun 10-1030a At Issue	CM	Sun 10-1030a	-----1	:30	1	\$350.00	2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$350.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$350.00		0.00			
N 11	M	11/02/12	11/06/12	M-F 9-10a Live with Kelly and Michael	CM	9-10a	1---1--	:30	2	\$150.00	4	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$150.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$150.00		0.00			
N 12	M	11/02/12	11/06/12	M-F The View M-F The View	CM	10-11a	1---1--	:30	2	\$250.00	4	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$250.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$250.00		0.00			
N 13	M	11/02/12	11/06/12	M-F Midday News M-F Midday News	CM	11a-12p	1---1--	:30	2	\$150.00	4	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$150.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$150.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N14	M	11/02/12	11/06/12	M-F 430-5p News 430p News	CM	430-5p 1---1--	:30	2	\$150.00	4	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1		\$150.00			0.00			
		Week: 11/05/12	11/11/12	1-----		1		\$150.00			0.00			
N15	M	11/02/12	11/06/12	M-F 5-530p M-F 5-530p	CM	5-530p 1---1--	:30	2	\$700.00	2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1		\$700.00			0.00			
		Week: 11/05/12	11/11/12	1-----		1		\$700.00			0.00			
N16	M	11/02/12	11/06/12	M-F 6-630p M-F 6-630p	CM	6-630p 1---2--	:30	3	\$1,100.00	2	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----2--		2		\$1,100.00			0.00			
		Week: 11/05/12	11/11/12	1-----		1		\$1,100.00			0.00			
N18	M	11/02/12	11/06/12	M-F 630-7p M-F 630-7p	CM	630-7p 1---1--	:30	2	\$1,050.00	2	0.00	NM	2	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1		\$1,050.00			0.00			
		Week: 11/05/12	11/11/12	1-----		1		\$1,050.00			0.00			
N19	M	11/02/12	11/06/12	Su 530-6p Su 530-6p News	CM	530-6p -----1	:30	1	\$700.00	2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1		\$700.00			0.00			
		Week: 11/05/12	11/11/12	-----		0		\$1,050.00			0.00			
N20	M	11/02/12	11/06/12	M-F, Su Late News M-F, Su 10-1035p	CM	10-1035p 1---2--	:30	3	\$1,350.00	2	0.00	NM	3	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----2--		2		\$1,350.00			0.00			
		Week: 11/05/12	11/11/12	1-----		1		\$1,350.00			0.00			
N21	M	11/02/12	11/06/12	Lt News Delay ABC Sports Late News Delayed	CM	1030-1105p -----1-	:30	1	\$800.00	2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-		1		\$800.00			0.00			
		Week: 11/05/12	11/11/12	-----		0		\$1,350.00			0.00			
N22	M	11/02/12	11/06/12	Su Late News Su 10-1035p	CM	10-1035p -----1	:30	1	\$1,900.00	2	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1		\$1,900.00			0.00			
		Week: 11/05/12	11/11/12	-----		0		\$1,350.00			0.00			
N23	M	11/02/12	11/06/12	M-F 1035-1102p thru 1/7C Nightline	CM	1035-1102p 1---1--	:30	2	\$900.00	2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1		\$900.00			0.00			
		Week: 11/05/12	11/11/12	1-----		1		\$900.00			0.00			
N24	M	11/02/12	11/06/12	Su 1035-1105p Nws Sun 1035-1105p News	CM	1035-1105p -----1	:30	1	\$600.00	3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1		1		\$600.00			0.00			
		Week: 11/05/12	11/11/12	-----		0		\$900.00			0.00			
N25	M	11/02/12	11/06/12	Mon Spcl 2 Dancing with the Stars	CM	7-9p 1-----	:30	1	\$3,500.00	4	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----		0		\$0.00			0.00			
		Week: 11/05/12	11/11/12	1-----		1		\$3,500.00			0.00			
N26	M	11/02/12	11/06/12	Friday Prime C 20/20	CM	9-10p ----1--	:30	1	\$2,750.00	3	0.00	NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--		1		\$2,750.00			0.00			
		Week: 11/05/12	11/11/12	-----		0		\$0.00			0.00			

